



City of Milpitas  
TDM Action Plan for VTA TFCA Grant

8

**Objective**

Encourage alternative transportation trips to the youth and senior residents of Milpitas

**Plan**

It is the goal of the City of Milpitas to promote alternative choices in commuting to the young residents to see beyond a single-driver car society.

**Method**

**Youth Outreach**

Partnering with the Bay Area Air Quality Management District (BAAQMD) Air Resources Team for Santa Clara County and Regional Rideshare Program (RIDES), the City will coordinate with Milpitas High School to provide instruction and incentives to students that participate in a car pool, trying transit, or biking/walking to school. The program will include the following elements:

- Presentation from the Gunn High School *GO Fast* program, the TDM model, to the Milpitas High PTA, February 16, 2005
- Preliminary Survey of students commute mode (provided by the Air Resources Team)
- Implementation- this will include promotions, outreach, purchase and distribution of incentives.
  - Transit passes or tokens will be given to try transit
  - Incentives include gift certificates, food coupons, etc.
- Follow-up Survey of participants
- As described in the attached proposal provided by the *Go Fast* program, will offer assistance by subsidizing transit passes.

**Staffing**

Staff time is an in-kind service as well as partnerships with RIDES and the Air Resources Team.

**Contact Information:**

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City of Milpitas

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## **Valley Transportation Authority Transportation Fund for Clean Air Transportation Demand Management Incentive Program**

### **Program Background**

Through funds awarded by the Bay Area Air Quality Management District (Air District), the Valley Transportation Authority (VTA) will be the program sponsor and administrator of a Transportation Demand Management Incentive (TDMI) program in Santa Clara County. The program will provide incentives for residents to try various alternate rideshare modes and leave their cars at home. Throughout the year, participating cities will administer TDMI programs that were developed in conjunction with VTA and Regional Rideshare staff. VTA will coordinate incentive reimbursements, monitor project performance, submit reports to the Air District, and provide limited assistance with program marketing efforts. Regional Rideshare staff will assist with many aspects of each program, providing assistance with carpool, vanpool, and bicycle programs. Each program will be encouraged to direct participants to the Rideshare and Bicycling sections of the Metropolitan Transportation Commission's online travel guide [www.511.org](http://www.511.org). The site offers many valuable resources for program participants.

The total funding amount allocated to VTA's TDMI program is \$49,000. Funding is only available for approved incentives for each city program. Participating cities and towns include the Town of Los Gatos, City of Milpitas, City of Palo Alto and City of San Jose (Mineta San Jose International Airport). Below are general program plans for each city and town.

### **Town of Los Gatos**

The Town of Los Gatos will be implementing a Frequent Bicycle Rewards program. The initial program will be implemented in a two-phased approach (spring and fall 2005). Los Gatos residents and employees who work in the town will be encouraged to use bicycling as an alternative to driving alone. Participants will receive incentives as trip "milestones" are achieved. Incentives will include bicycle maintenance vouchers or transit passes. Participants will be allowed incentives for a maximum of 200 miles each month to ensure that incentives remain available for short-distance riders. Participants will be required to have a valid driver's license and use of an operating vehicle. Additionally they will be required to reside, work, or attend school in the Town of Los Gatos.

The first phase of the program will be launched in April during Los Gatos' *Keep Los Gatos Beautiful Month*. The town will promote the program to residents and employees by distributing information to downtown employers and businesses with the assistance of the Los Gatos Chamber of Commerce. Phase two of the program will expand the target group to include schools, employers, and shopping centers throughout the town. Participation surveys will be conducted in order to track program success.

## **City of Milpitas**

The City of Milpitas' TDMI program will focus on educating the youth population about alternative transportation choices. Partnering with the Air District Air Resources Team and the Regional Rideshare Program, city staff will initially coordinate with the K-12 schools along Escuela Parkway in Milpitas to provide education and incentives for students to carpool, try transit, bicycle, or walk to school. Students who sign up to participate will receive an incentive to try an alternate mode of transportation. Participation surveys will be conducted to track program success.

## **City of Palo Alto**

Palo Alto's program will consist of three elements; including employer vanpools, school carpools, and neighborhood transit pass/travel diary programs.

### **Employer Vanpools**

This program will work in conjunction with the Regional Rideshare Program, Stanford University, Palo Alto Medical Foundation, and the Downtown Business and Professional Association. Participants will receive incentives to lower vanpool start-up costs. Additional incentives to lower monthly costs will be available through the Regional Rideshare Program, depending on the origin of individual vanpools.

### **Neighborhood Transit Pass/Travel Diaries**

Residents adjacent to the Charleston/Arastradero corridor will be encouraged to try transit for a month. Residents will receive a monthly transit pass and be requested to keep a travel diary. Staff hopes the program will encourage residents to leave their cars at home when a trip can be conveniently made on transit.

### **School Carpooling**

In fall of 2005 Terman Middle School will be the pilot site for a carpool formation and coordination program. With the assistance of the Regional Rideshare Program, school officials will be able to match participants interested in forming a carpool. Families who enroll in the program and participate at least 15 times will be eligible for an oil change and basic car maintenance performed by a certified establishment.

## **City of San Jose (Mineta San Jose Int'l Airport)**

The City of San Jose will implement a Transportation Demand Management Incentive (TDMI) program at Mineta San Jose International Airport and the surrounding area. Initially focusing on the Airport's employees, staff will implement a vanpool/carpool program (to the extent feasible) with the assistance of the Regional Rideshare Program. Airport employees who decide to

participate will be eligible to receive incentives from the TDMI and Regional Rideshare programs.

Through employee identification numbers and zip code data, the Regional Rideshare Program will create a pool of potential vanpool/carpool candidates for the Airport. Because the City of San Jose will only be releasing employee identification numbers and residence zip codes, employee privacy will not be compromised. Employees with similar commute patterns will be notified by the Airport if they are a good match for a vanpool or carpool and be invited to attend an information/sign-up meeting coordinated by the Regional Rideshare Program.

As vanpools are started, participants will be reimbursed from the TDMI program to help pay for the first month's cost of leasing a vehicle. The Regional Rideshare Program will provide \$300 to \$900 in gas cards to new vans that meet all eligibility requirements and successfully complete three to nine consecutive months of operation. The gas cards are offered on a first-come, first-serve basis, until the funds are exhausted. The gas cards will be awarded to the party designated to handle the vanpool's finances.

Employees who sign up to participate in a carpool through the TDMI program will be eligible for basic vehicle maintenance subsidies from participating, certified mechanic services. Possible services include certified establishments who service vehicles at an employee's worksite, or are located in the community where the carpool originates.

Aside from the incentives offered by the TDMI or Regional Rideshare programs, many jurisdictions throughout the nine-county Bay Area offer various additional vanpool/carpool incentives. Staff from the Regional Rideshare Program can explain the many different options to employees at information/sign-up meetings. Prospective vanpool/carpool participants can also visit the 511.org website for additional information.

## VTA/City Transportation Demand Management (TDM) Program

### Objective

Decrease the drive-alone rate within participating cities.

### Method

Create a customized TDM plan that will target a minimum of 2,000 city residents encouraging them to try a commute alternative and leave their car at home. Each city will receive funding from VTA through a Transportation Fund for Clean Air (TFCA) grant to fund financial incentives for the plan.

### Sample TDM Plan

The plan will be customized by each city depending on their needs and resources. Each city will promote and administer the plan, with marketing assistance from VTA. The plan may include the following elements:

Discounted Transit Tickets – Participants agreeing to try transit for one month will receive a discounted or a free monthly transit ticket.

Vanpool Program – Participants agreeing to join a vanpool will receive a subsidy to help pay for the cost of the vehicle for the first several months to help the vanpool get started.

Carpool Program – Participants agreeing to try carpooling for a one-month period will receive a subsidy for automobile maintenance from a local mechanic.

Bicycle Program – Participants agreeing to try bicycling to work will receive a subsidy with a local bicycle store for bicycle maintenance or (if appropriate) a monthly transit pass.

Non-Commute Trips – Participants agreeing to try transit for a non-commute trip will receive free tokens for their trip.

Each participant will be required to complete a survey in order to receive the financial incentive. The survey will allow VTA to verify changes in the participant's commute pattern.

**SANTA CLARA VALLEY TRANSPORTATION AUTHORITY  
CITY OF MILPITAS**

**TRANSPORTATION FUND FOR CLEAN AIR FUNDING  
PARTNERSHIP AGREEMENT**

This Agreement is between the Santa Clara Valley Transportation Authority (PROJECT SPONSOR) and the City of Milpitas (PARTICIPATING CITY), who are jointly implementing a Transportation Fund for Clean Air (TFCA) Program through partial funding from the Bay Area Air Quality Management District (AIR DISTRICT), Funding Agreement 04R55.

**RECITALS**

1. TFCA Regional Funds Awarded by AIR DISTRICT shall be distributed by PROJECT SPONSOR to PARTICIPATING CITY as reimbursement for providing vanpool, carpool, bicycle, or transit incentives to residents of PARTICIPATING CITY, or individuals employed within the city, who try various alternative rideshare modes.
2. Incentives for alternative rideshare modes will include discounted or free monthly transit passes; vanpool subsidies to help pay for the cost of the vehicle for the first month; carpool subsidies for basic automobile maintenance; or vouchers for bicycle maintenance services and items.
3. The goals of this Project are to reduce vehicle cold-starts, pollution, and traffic congestion.

**SECTION I**

**PARTICIPATING CITY Agrees:**

1. To assume sole responsibility for any Project cost overruns, including incentives that are disputed and not reimbursed by the AIR DISTRICT.
2. If the total Project cost is less than the amount listed on Attachment A of Funding Agreement 04R55 between PROJECT SPONSOR and AIR DISTRICT, AIR DISTRICT may reduce the funds awarded to the Project.
3. Only allowable Project costs incurred after the "Air District Approval Date," listed in Attachment A of Funding Agreement 04R55 between PROJECT SPONSOR and AIR DISTRICT, and before the completion or termination of the Project, whichever occurs first, are eligible to receive TFCA funds. Only Project program incentives are eligible for reimbursement with TFCA funds.
4. To provide invoices for reimbursement on a quarterly basis to PROJECT SPONSOR by April 1, 2005; July 1, 2005; October 1, 2005; and January 1, 2006. A summary sheet,

which itemizes the funds being requested for the invoice period must be provided including payments to vendors, consultants or contractors. If Funding Agreement 04R55 between AIR DISTRICT and PROJECT SPONSOR is extended, additional invoice dates will be provided.

5. To provide Project status reports on a quarterly basis to PROJECT SPONSOR by April 1, 2005; July 1, 2005; October 1, 2005; and December 1, 2005. The reports shall provide an update of Project status, including numerical data as to promotional materials distributed, outreach activities conducted, number of website users, number of ride matching lists provided, number of new carpools/vanpools formed, and an accounting of expenses incurred to date. If Funding Agreement 04R55 between AIR DISTRICT and PROJECT SPONSOR is extended, additional Project status report dates will be provided.
6. To acknowledge the Air District as a funding source and VTA as the project sponsor in any project related media events, articles, news releases or other publicity materials; and to use or display the approved TFCA and VTA logos on any printed or electronic material associated with the Project that is distributed to the public. Printed material includes Project related schedules, brochures, handbooks or promotional material. Electronic material includes Project related web sites or e-mail broadcasts.

## SECTION II

### PROJECT SPONSOR Agrees:

1. To reimburse PARTICIPATING CITY for invoices submitted to PROJECT SPONSOR according to the schedule in Section I.4. Reimbursement will be paid within thirty calendar days of PROJECT SPONSOR's receipt of payment from the AIR DISTRICT. The maximum percentage of total funds that PROJECT SPONSOR can request per quarter from AIR DISTRICT is 25% (first quarter), 25% (second quarter), 35% (third quarter), and 15% (fourth quarter).

PROJECT SPONSOR will make every effort to fully reimburse PARTICIPATING CITY for invoices submitted each quarter. However, as a result of AIR DISTRICT'S quarterly funding limitations, if total reimbursement requests from ALL program partners total more than the quarterly maximum percentage available, portions of PARTICIPATING CITY'S reimbursement may be deferred until the following quarter. Additionally, funds not requested in a particular quarter, may be requested in subsequent quarters.

## SECTION III

### GENERAL PROVISIONS

1. This Agreement contains the entire understanding between PROJECT SPONSOR and PARTICIPATING CITY in relation to Funding Agreement 04R55. It supersedes any and all other agreements, which may have existed between the two parties. This Agreement

shall not be modified except by written agreement signed by each party. This Agreement shall be binding upon both parties, their legal representatives, and successors.

2. All TFCA funds requested are in accordance with all applicable provisions of Funding Agreement 04R55, implemented by AIR DISTRICT. IF PARTICIPATING CITY or other recipients of grant funds do not expend "Matching Funds" (staff administration time); the AIR DISTRICT reserves the right to terminate Funding Agreement 04R55 in whole or in part, or seek to renegotiate the terms and conditions.
3. This Agreement is effective from the date Funding Agreement 04R55 between PROJECT SPONSOR and AIR DISTRICT is executed, until Funding Agreement 04R55 ends.

**THE CITY OF MILPITAS**

Joseph J. Atkins III  
Authorized City Representative

Principal Transportation Planner  
Title

**SANTA CLARA VALLEY  
TRANSPORTATION AUTHORITY**

Peter M. Cipolla  
Peter M. Cipolla, General Manager  
5/18/05

Approved as to Form:

Russell D. Atkinson  
Legal Counsel Russell D. Atkinson



City of Milpitas, California

**BUDGET CHANGE FORM**

Type of Change	From		To	
	Account	Amount	Account	Amount
Check one: <input checked="" type="checkbox"/> Budget Appropriation <input type="checkbox"/> Budget Transfer	100-3575	\$12,000	100-540-4201	\$12,000

**Explain the reason for the budget change:**

The City of Milpitas, in partnership with the Santa Clara Valley Transportation Authority (VTA), received a Transportation For Clean Air (TFCA) grant in the amount of \$12,000. Grant funds will be spent to implement a Transportation Demand Management (TDM) program for the Escuela Drive schools- Pomeroy Elementary, Russell Middle, and Milpitas High. The grant funding will provide incentives that will promote transit, walking, bicycling and carpooling. This program will assist in alleviating traffic congestion during the morning and afternoon peak school hours.

Approve a budget appropriation of \$12,000 from the TFCA grant funds to pay for the program expenses.

☒ Check if City Council Approval required.

Meeting Date: June 21, 2005

Itemization of funds, if needed:			Amount
<div style="border: 1px solid black; height: 150px; width: 100%;"></div>			
Requested by:	Division Head:	Date:	
	Department Head:	Date:	
Reviewed by:	Finance Director: <i>for C. Karl</i>	Date: 6/14/05	
Approved by:	City Manager:	Date:	
Date approved by City Council, if required:			Confirmed by: